

NAUKRI TRENDS

HIRING TRENDS FOR IT, BFSI, BPO/ITES & HEALTHCARE FROM JUL - SEP 2019 (Q2 FY'20)

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From the Business Head's Desk

Dear Valued Partner,

Thank you for an incredible response to the first issue of Naukri Trends. We are happy to hear that the insights captured have been useful to TA leaders and CHROs across India. We have added on your suggestions with respect to the inclusion of more industries and we plan to expand the coverage in the coming issues. The current issue, apart from focusing on key industries such as IT, BFSI, ITes/BPO, also extends coverage to another key industry - Healthcare.

As highlighted before, this report provides access to our information trove that will throw light on demand distribution, talent dispersion, top and emerging skills.

Drawing your attention to highlights in the current issue - hiring has increased by 7% YoY for Q2 FY'20 (Jul'19 - Sep'19), while sequentially, from last quarter it was a marginal growth of 2%. From hiring perspective, Jul'19 started positively with healthy growth over last year, Aug'19 has been a dull month as YoY growth remained flat, and Sep'19 has seen an increase YoY on the back of strong growth in the IT sector. The slowdown continues to reflect in the Auto and Banking industries hiring. Other key industries hiring such as FMCG, Education, and Media have posted positive YoY growth during this period.

I hope you enjoy this issue. As always, I am keen on receiving your valuable feedback.

Thank you,

Pawan Goyal

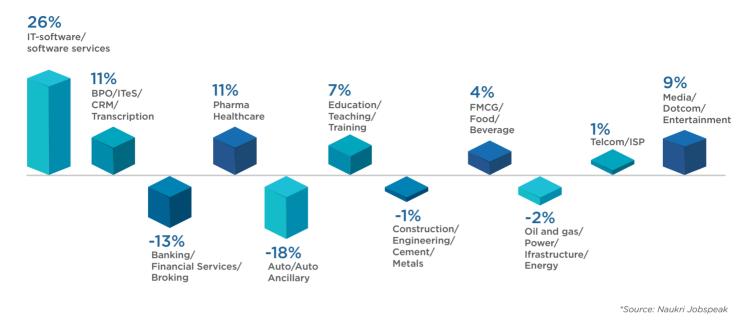
Dr. Pawan Goyal Chief Business Officer, Naukri.com

As per Naukri Jobspeak report – hiring in Q2 of FY'20 went up by +7% Vs LY - led by IT industry where hiring grew at a healthy 26%. When compared to the previous quarter (Q1), hiring has seen a marginal growth.



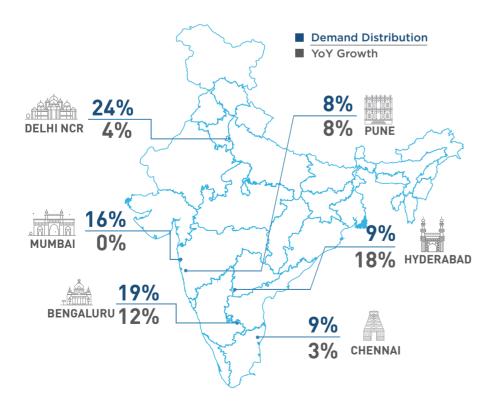
QUARTER

Hiring activity across key industries: IT grew at a robust 26% in Q2 FY'20



Other key industries where hiring grew were Healthcare (11%), BPO/ITes (11%) and Media/internet/entertainment (9%).

Delhi, Mumbai, & Bengaluru contributed to majority of the demand - 59% cumulatively



85% of the total hiring happened in key metros!

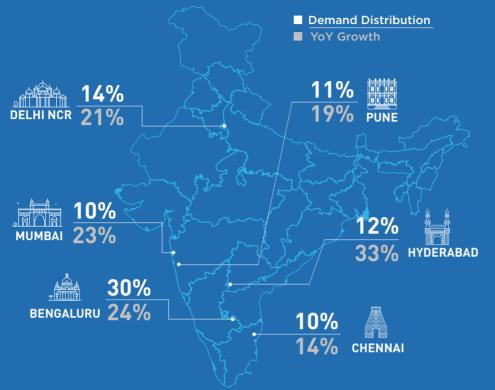
Hiring for key cities grew at - Hyderabad (18%), Bengaluru (12%), Pune (8%) while other emerging cities grew at -Kolkata (4% demand, 21% growth) and Ahmedabad (3% demand, 18% growth).

*Source: Naukri Jobspeak

Key Hiring Insights Information Technology

Where are IT recruiters hiring from and what for?

IT Hiring Distribution (Demand)

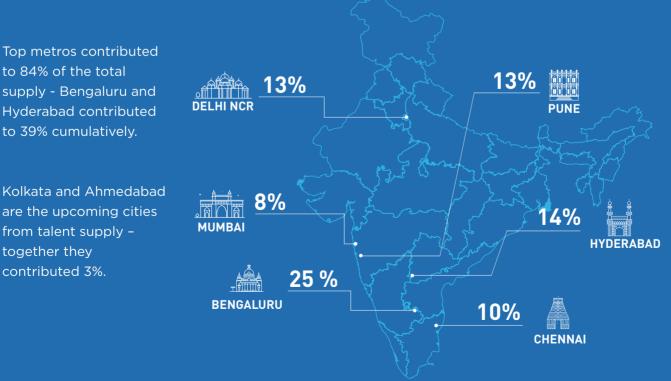


Top metros contributed to 87% of the total demand - Bengaluru and Delhi contributed to 44% cumulatively.

From a growth perspective, Hyderabad takes pole position with 33% Vs. LY.

The emerging cities Kolkata and Ernakulum grew at 36% and 43% respectively.

IT Jobseeker Distribution (Supply)



What are Recruiters Searching for?

Top Searches made by IT recruiters

Search Keyword	Q2 FY'20	Q1 FY'20	Q2 FY'19	YoY	QoQ
Hibernate	100	96	89	13% 🕇	5% †
JQuery	80	77	67	20% †	4% †
C#	63	60	54	17% 🕇	4% †
MySQL	24	23	18	34% t	6% †
Azure	18	16	11	68% †	12% 🕇
Automation Testing	16	17	15	6% †	-6% 🖡
.net	13	13	11	18% 🕇	-2% ↓
Spring	13	13	12	5% †	4% †
Perl	13	13	10	22% 1	1% 🕇
Selenium	13	13	12	9% †	-6% ↓

Top 10 Popular keywords as per volume.

The number of searches for Hibernate Cluster in Q2 FY'20 has been indexed to 100, all other search values are in relation to that.

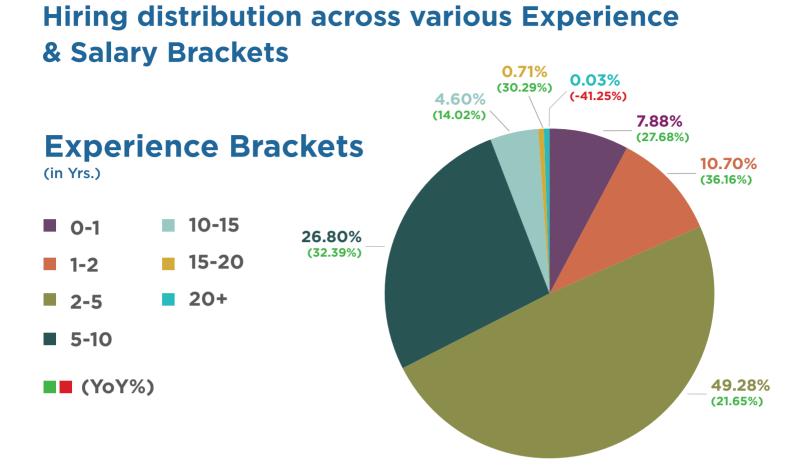
Fastest Growing Keywords:

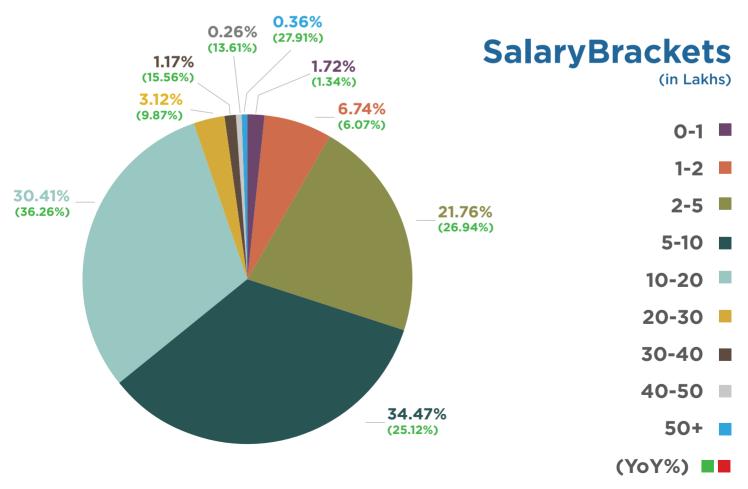
Top keywords that grew at a healthy pace

SEARCH KEYWORD	 YoY GROWTH
Angular 6	 491%
.net core	 418%
Axure	 183%
React Native	 183%
Senior Data Engineer	 159%
Webmethods	 152%
Oracle Apps SCM	 149%
Java 8	 143%
Vsphere	 118%
Ec2	 114%

Fastest growing keyword with more than average keyword volume

SEARCH KEYWORD	YoY GROWTH
React	138%
.net Developer	97%
Data Modeling	84%
Power Bi	72%
Node	69%
Azure	68%
Salesforce Consultant	59%
Web Api	53%
Mulesoft	51%
Automation Tester	51%

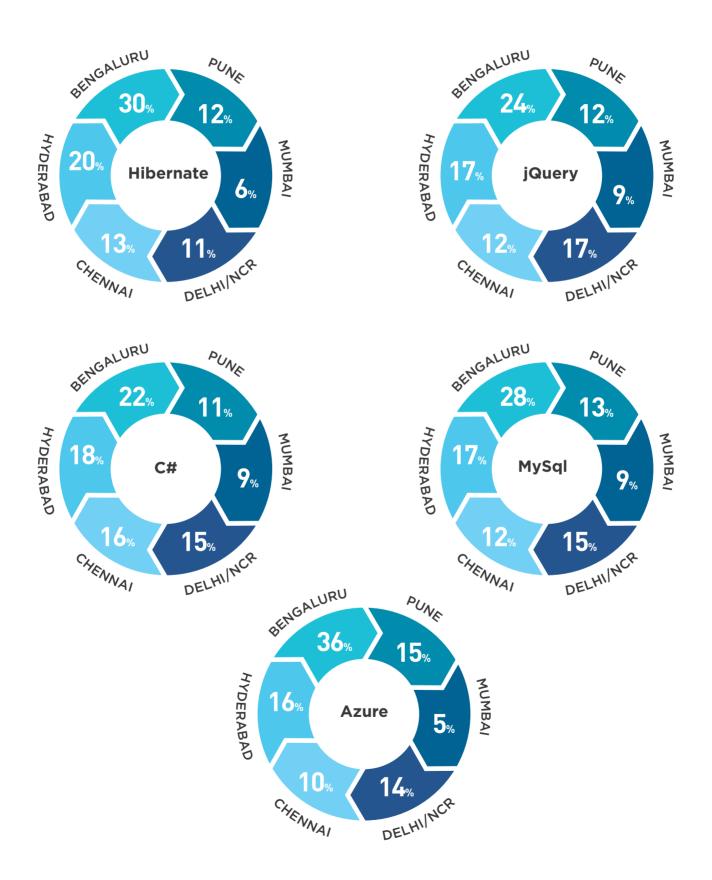




*Distribution is based on jobs posted in Q2 FY'20, YoY% is compared to Q2 FY'19 Only profiles where salary and experience have both been mentioned were considered

Skill-wise supply distribution

Top Searches by recruiters and their supply distribution in top metros



Key Hiring Insights:

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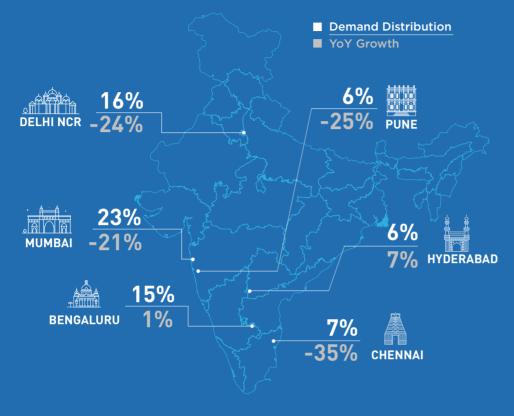
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Where are BFSI recruiters hiring from and what for?

BFSI Hiring Distribution(Demand)



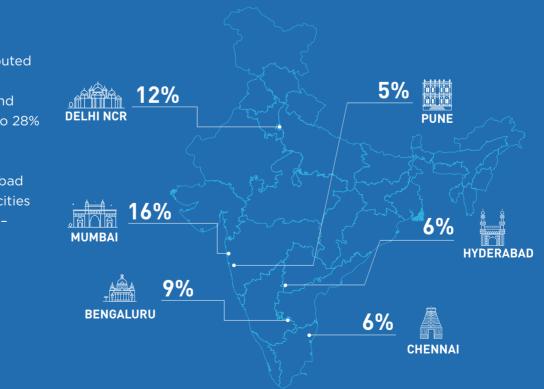
Top metros contributed to about 74% of the total demand - Mumbai and Delhi contributed 39% cumulatively.

From a growth perspective, Hyderabad & Bengaluru have shown increase in demand Vs. LY.

The emerging cities Coimbatore and Ernakulum grew at 36% and 46% respectively.

*Source: Naukri Jobspeak

BFSI Jobseeker Distribution (Supply)



Top metros contributed to 54% of the total supply - Mumbai and Delhi contributed to 28% cumulatively.

Kolkata & Ahmedabad are the upcoming cities from talent supply – together they contributed 4%.

What are Recruiters Searching for?

Top Searches made by BFSI recruiters (Core Industry keywords only)

Search Keyword	Q2 FY'20	Q1 FY'20	Q2 FY'19	ΥοΥ	QoQ
Business Loan	100	106	109	-8% 🖡	-6% 🖡
Sales	72	73	64	14% 🕇	-1% 🖡
Relationship Manager	33	31	27	20% †	5% †
Branch Manger	33	26	24	36% ↑	26% 🕇
Voice Process	27	27	17	62% †	1% 🕇
Wealth Management	25	25	23	8% †	-2% ↓
Business Development	22	22	19	13% 🕇	2% †
General Insurance	20	20	21	-2% 🖡	1% 🕇
Life Insurance	18	15	16	15% 🕇	18% 🕇
Credit Appraisal	17	22	17	3% †	-21 🖡

Top 10 Popular keywords as per volume.

The number of searches for Business Loan in Q2 FY'20 has been indexed to 100, all other search values are in relation to that.

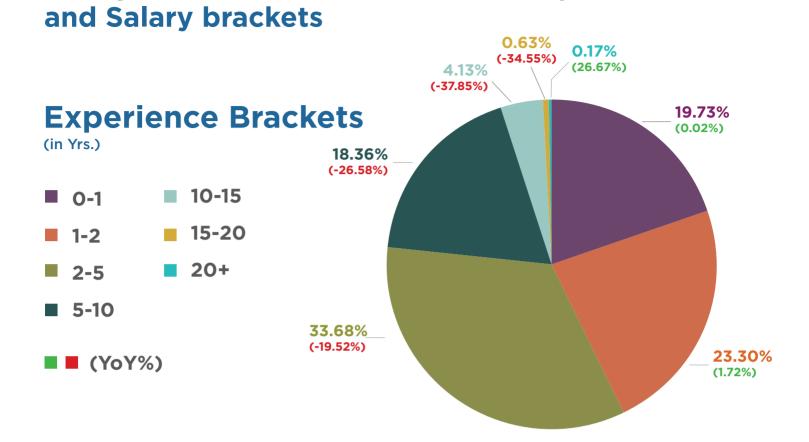
Fastest Growing Keywords:

Top keywords that grew at a healthy pace

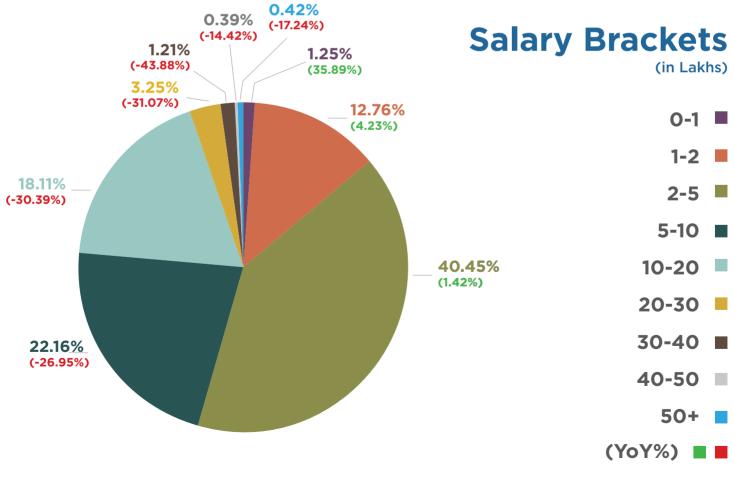
Fastest growing keyword
with more than average
keyword volume

SEARCH KEYWORD	 YoY GROWTH
Trade Forex	 409%
Trade Account	 294%
Tasc	 238%
Unsecured Loan	 195%
Strategic Partnerships	 195%
International BD	 149%
Salary Account	 135%
Power Bi	 132%
Institutional Sales	 122%
Fixed Deposits	 121%

SEARCH KEYWORD	YoY GROWTH
Institutional Sales	122%
Tele Caller	67%
Collection	65%
Recovery	65%
Casa Sales Officer	50%
Treasury	40%
Life Insurance Advisor	37%
Commercial	36%
Budgeting	35%
B2B Sales	34%



Hiring distribution across various Experience



*Distribution is based on jobs posted in Q2 FY'20, YoY% is compared to Q2 FY'19 Only profiles where salary and experience have both been mentioned were considered

Skill-wise supply distribution

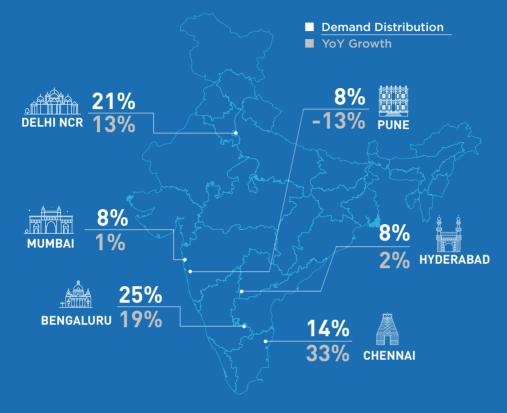
Top searches by recruiters and their supply distribution in top metros



Key Hiring Insights: BPO/ITes

Where are BPO/ITes recruiters hiring from and what for?

BPO/ITes Hiring Distribution (Demand)

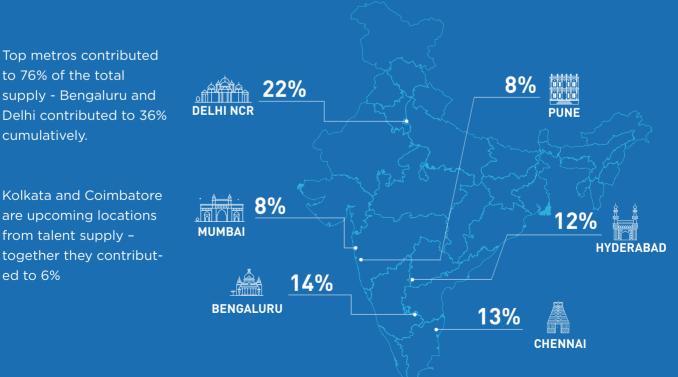


Top metros contributed 84% of the total demand -Delhi and Bengaluru contributed 46% cumulatively.

From a growth perspective, Chennai and Bengaluru have shown increase in demand Vs. LY - 33% and 19% respectively.

The emerging cities Kanpur and Nagpur grew at 157% and 93% respectively.

BPO/ITes Jobseeker Distribution (Supply)



to 76% of the total supply - Bengaluru and Delhi contributed to 36% cumulatively.

Kolkata and Coimbatore are upcoming locations from talent supply together they contributed to 6%

What are Recruiters Searching for?

Top Searches made by BPO recruiters (Core industry keywords only)

Search Keyword	Q2 FY'20	Q1 FY'20	Q2 FY'19	ΥοΥ	QoQ
Voice Process	100	96	91	10% 🕇	4% †
Sales	27	27	25	9% †	1% 🕇
General Ledger	24	22	18	37% †	9% †
Business Development	18	18	17	1% 🕇	-2% 🖡
Technical Support	17	19	18	-4% 🖡	-11% 🖡
Lead Generation	14	13	12	17% 🕇	5% †
Customer Care	13	14	13	1% 🕇	-3% 🖡
Software Sales	12	11	9	24% †	4% †
Customer Service	12	12	12	0% -	-2% ↓
B2B Sales	12	11	11	2% †	2% †

Top 10 Popular keywords as per volume

The number of searches for Voice Process Cluster in Q2 FY'20 has been indexed to 100, all other search values are in relation to that

Fastest Growing Keywords:

SEARCH

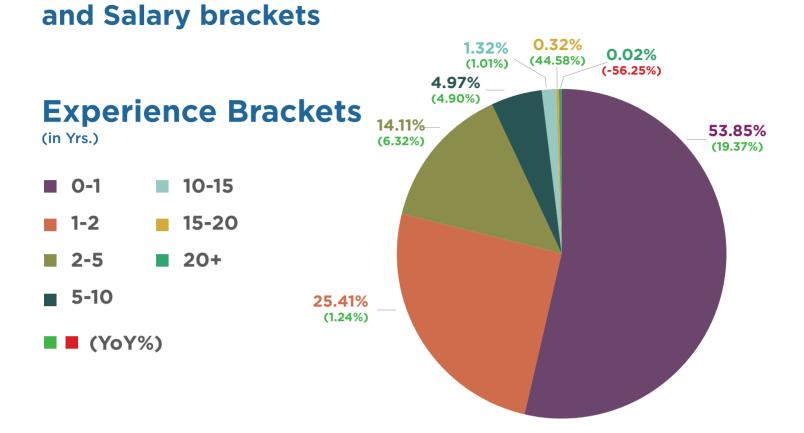
KEYWORD

Top keywords that grew at a healthy pace

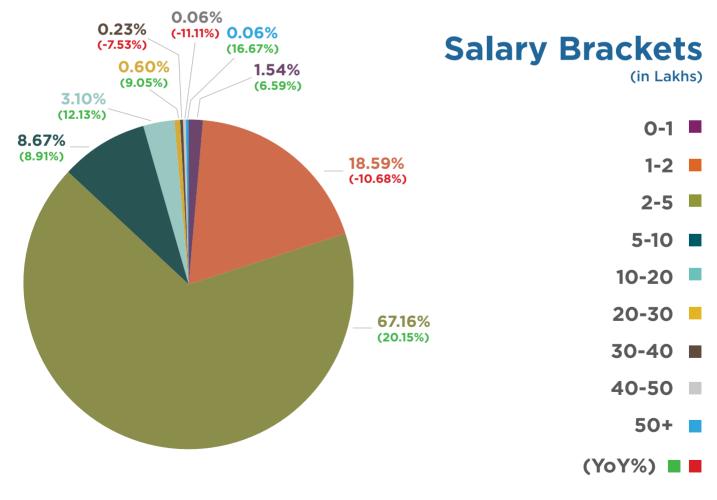
Fastest Growing			
Keyword with more than			
average keyword volume			

YoY GROWTH	SEARCH KEYWORD	YoY GROWTH
168%	Database Administrator	48%
158%	Ar Caller	47%
150%	Customer Service Associate	46%
147%	Business Loan	42%
110%	Swift	41%
106%	MS Office	40%
84%	Personality Development Trainer	40%
81%	Network	36%
81%	Order Management	35%
79%	Troubleshoot	35%

QMS **Visa Processing** ISO 27001 Outlook Configuration Inside **Sales Executive** Legal Documentation Windows **Server Admin** Order Processing English Typing **Technical** Project Manager



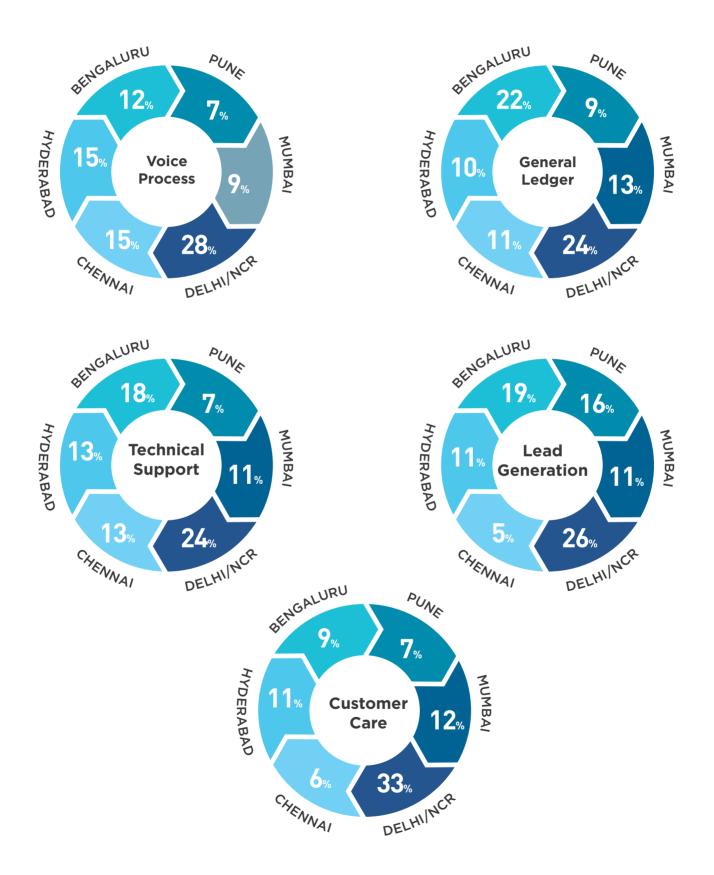
Hiring distribution across various Experience



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Skill-wise supply distribution

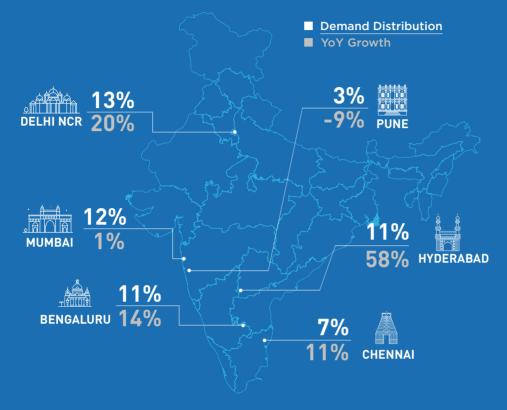
Top searches by recruiters and their supply distribution in top metros



Key Hiring Insights: Pharma/ Healthcare

Where are Healthcare recruiters hiring from and what for?

Healthcare Hiring Distribution (Demand)



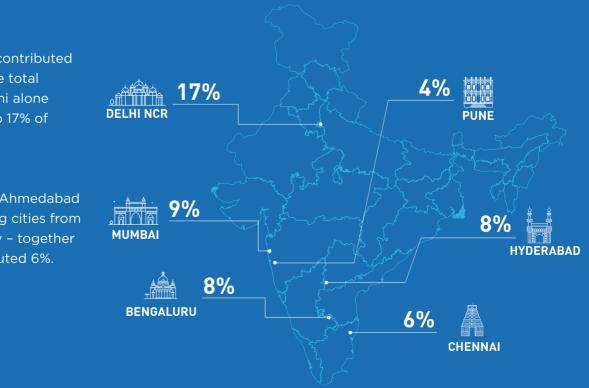
Top metros contributed 58% of the total demand -Delhi and Mumbai contributed 25% cumulatively.

From a growth perspective, Hyderabad and Chennai have shown increase in demand Vs. LY - 58% and 20% respectively.

The emerging cities Lucknow and Bhopal grew at 83% and 52% respectively.

*Source: Naukri Jobspeak

Healthcare Jobseeker Distribution (Supply)



Top metros contributed to 53% of the total supply – Delhi alone contribute to 17% of supply.

Kolkata and Ahmedabad are upcoming cities from talent supply – together they contributed 6%.

Source: Resdex

What are Recruiters Searching for?

Top Searches made by Healthcare recruiters (Core Industry keywords only)

Search Keyword	Q2 FY'20	Q1 FY'20	Q2 FY'19	YoY	QoQ
Sales	100	105	105	-5% 🖡	-5% 🖡
Quality Control	74	77	78	-4% 🖡	-3% +
Clinical Data Management	62	64	68	-9% 🖡	-3% 🕇
Business Development	60	63	56	7% †	-4% 🕇
Pharma	59	62	53	12% 🕇	-4% +
Medical Representative	59	58	70	-16% 🕇	3% †
Pediatrics	54	47	47	14% 🕇	15% 🕇
Biochemistry	46	43	43	7% 1	6% †
Pharma Sales	45	48	52	-14% 🖡	-7% ↓
Staff Nurse	42	37	37	29% †	13% †

Top 10 Popular keywords as per volume

The number of searches for Sales Cluster in Q2 FY'20 has been indexed to 100, all other search values are in relation to that.

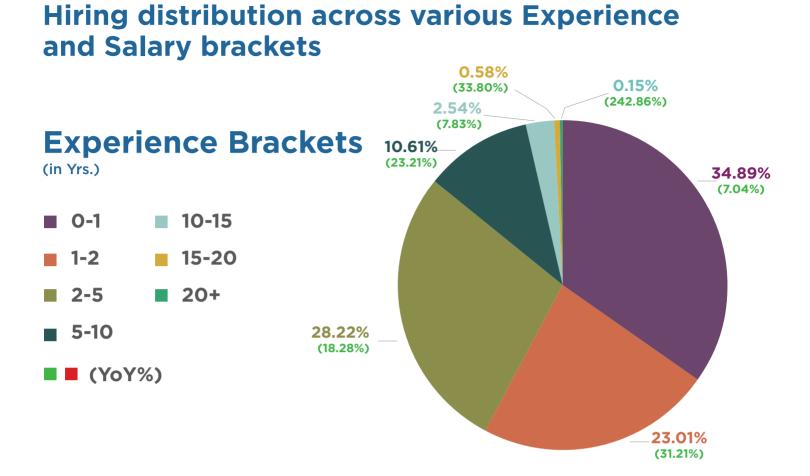
Fastest Growing Keywords:

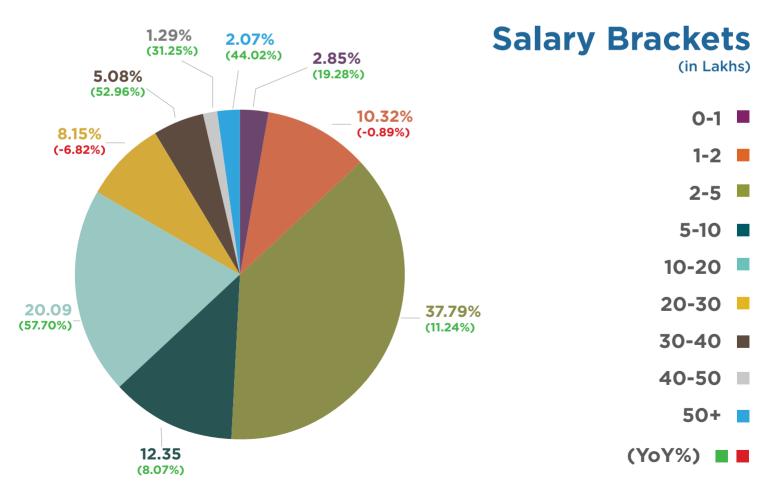
Top keywords that grew at a healthy pace

SEARCH KEYWORD	 YoY Growth
Microbial Limit Test	 358%
Upstream	 333%
Dossier	 282%
Ventilator	 273%
Legal Documentation	 227%
Lims	 157%
Sales Support	 157%
Customer Service Associate	 131%
Row Market	 112%
Pediatric	 111%

Fastest Growing Keyword with more than average keyword volume

SEARCH KEYWORD	YoY Growth
Glp	128%
Pediatric	111%
Ultrasound	77%
Dmlt	64%
Analytics	64%
Cosmetics	58%
Medical Equipment	52%
Diagnostics	48%
Gynecology	46%
Litigation	43%

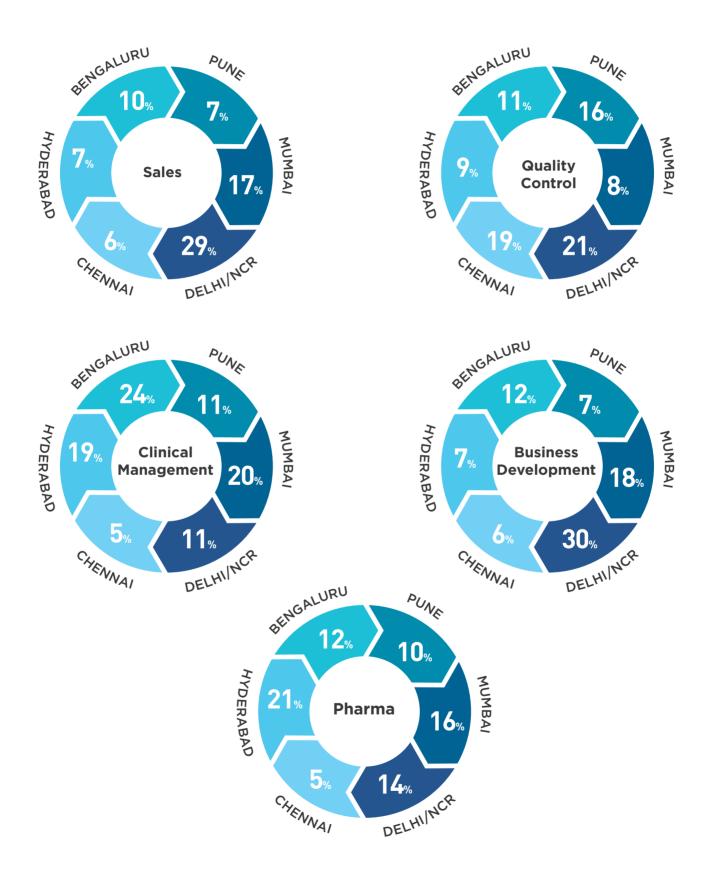




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Skill-wise supply distribution

Top Searches by recruiters and their supply distribution in top metros



APPENDIX

LIST OF TOP 50 KEYWORDS SEARCHED BY IT RECRUITERS:

1	Hibernate	26	informatica
2	jquery	27	agile
3	c#	28	plsql
4	mysql	29	us staffing
5	azure	30	machine learning
6	automation testing	31	cobol
7	.net	32	oracle
8	spring	33	technical support
9	perl	34	android
10	selenium	35	ssrs
11	redis	36	hr operations
12	wordpress	37	social media marketing
13	hadoop	38	business development
14	web development	39	hr recruiter
15	ui developer	40	user interface
16	voice process	41	hplc
17	linux	42	general ledger
18	jenkins	43	recruitment
19	java developer	44	developer
20	sap	45	rest
21	active directory	46	application support engineer
22	salesforce	47	firewall
23	it recruitment	48	sharepoint
24	cloud	49	C
25	sales	50	power bi

LIST OF TOP 50 KEYWORDS SEARCHED BY BFSI RECRUITERS:

1	business loan	26	telecalling
2	sales	27	broking
3	relationship manager	28	market research
4	branch manager	29	direct sales
5	voice process	30	team management
6	wealth management	31	collection
7	business development	32	modern trade
8	general insurance	33	bcom
9	hdfc	34	bancassurance
10	life insurance	35	mca fresher
11	credit appraisal	36	sales executive
12	insurance	37	business development manager
13	hr operations	38	lap
14	operations	39	recruitment
15	capital market	40	client acquisition
16	branch banking	41	cross selling
17	business banking	42	fixed income
18	current account	43	equity dealer
19	hni	44	general ledger
20	term loan	45	market risk
21	casa	46	channel sales
22	internal audit	47	finance
23	insurance sales	48	collection manager
24	brand management	49	credit manager
25	b2b sales	50	agency manager

LIST OF TOP 50 KEYWORDS SEARCHED BY BPO/ITES RECRUITERS:

1	voice process	26	night shift
2	sales	27	ar caller
3	general ledger	28	sales manager
4	business development	29	Quality Control
5	technical support	30	it service desk
6	lead generation	31	market research
7	customer care	32	dealer sales
8	software sales	33	system administration
9	customer service	34	voice
10	b2b sales	35	analytics
11	hindi	36	team management
12	mca fresher	37	international call center
13	recruitment	38	finance
14	medical billing	39	power bi
15	hr recruiter	40	firewall
16	telecalling	41	project management
17	photoshop	42	wan
18	communication skills	43	sales executive
19	sitel	44	application support engineer
20	outbound	45	internal audit
21	enterprise sales	46	accounting
22	ms office	47	delivery manager
23	content writing	48	customer service associate
24	salesforce	49	female
25	customer care executive	50	data entry operator

LIST OF TOP 50 KEYWORDS SEARCHED BY HEALTHCARE RECRUITERS:

1	_	26	
1	sales	26	usfda
2	q.c	27	method development
3	clinical data management	28	international business development
4	business development	29	female
5	pharma	30	sterile
6	medical representative	31	logistics
7	pediatrics	32	hospital administrator
8	biochemistry	33	b2b sales
9	pharma sales	34	icu
10	staff nurse	35	icu staff nurse
11	nursing	36	radiologist
12	business development manager	37	organic chemistry
13	medical billing	38	inventory management
14	front desk	39	cardiac
15	formulation development	40	customer care
16	medical equipment	41	neurology
17	mbbs	42	ointment
18	gynecology	43	dietician
19	resident medical officer	44	physiotherapy
20	quality assurance	45	ultrasound
21	product manager	46	process validation
22	regional sales manager	47	nutrition
23	healthcare	48	cosmetics
24	anesthesia	49	diagnostics
25	bulk drugs	50	dentistry

We would love to hear your feedback and suggestions on this report.

If you wish to subscribe to these quarterly reports, please write to us at <u>trends@naukri.com</u>

